



Media Release

FOR IMMEDIATE RELEASE

MARCH 5, 2010

Gentec introduces new Sigma DP1x compact digital camera.

Gentec International is pleased to announce the new Sigma DP1x compact digital camera, incorporating a “TRUE II” image processing engine, as used in the Sigma DP2 and SD15 digital SLR.

In March 2008, Sigma introduced a high-end compact digital camera with the concept of “a new compact digital camera featuring the same technology as an SLR.” The DP1 featured the same large image sensor as Sigma’s digital SLR cameras. The DP1 has established a strong following from a wide range of photographers, both amateur and professional. The Sigma DP2 was then launched in April 2009. After the launch of the DP2 camera, users could continue to enjoy the image quality of the DP1 for wide focal length photography and also take advantage of the DP2’s standard focal length.

The new DP1x includes the “TRUE II” image processing engine, improving the image-processing time, as well as a new AF algorithm, providing high-speed auto-focusing. In addition, the user interface has been unified with the DP2 series by changing the Set Up Menu and adopting the QS (Quick Set) button. This provides photographers easier operation of the camera controls when the DP1x is used with the DP2 series.

The suggested retail price of the DP1x compact digital camera is to be announced; it will be available in Canada in May 2010.

About Gentec International

Gentec International is Canada's leading consumer accessory products company supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless and mobile audio products to the Canadian retail marketplace. Gentec offers prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, ProLink, Smarhome, Klipsch, Mirage, Jamo, and Stinger.

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PRODUCT SUMMARY

SLR-sized image sensor

The size of the image sensor used in the DP1x camera is 20.7 mm x 13.8 mm. It is approximately seven to twelve times larger than the 1/1.8 inch to 1/2.5 inch image sensors used in ordinary compact digital cameras. The pixel size of the image sensor is 7.8 µm. The large photodiodes deployed at a large pixel pitch capture pure, rich light efficiently and give the DP1x its high resolution and richly-graduated tones.

Full-colour image sensor

The DP1x uses the same 14 megapixel (2,652 × 1,768 × 3 layers) direct image sensor as the SD14, SD15 and other DP series cameras. Utilizing the special features of silicon, which is penetrated to different depths by different wavelengths of light, this direct image sensor succeeds in full-colour capture with the full RGB in a single-pixel location. Since the moire is not generated, use of a low-pass filter is not needed because full information of light and colour can be captured with three-dimensional feeling.

TRUE II image processing engine

The DP1x incorporates the “TRUE (Three-layer Responsive Ultimate Engine) II” image processing engine which improves the processing speed and overall image quality. The unique image-processing algorithm provides high resolution power and reproduces high definition images with richly graduated tones.

AFE (Analog Front End)

AFE (Analog Front End) converts the colour data, which full-colour capture systems record, to a digital signal. This enables the camera to reproduce high definition and richly coloured images.

16.6mm F4 lens

The DP1x's integral 16.6mm F4 lens (equivalent to 28mm on a 35mm film camera) is built to the same design as the DP1's and produces the same outstanding image quality. The large-diameter aspherical glass provides low distortion and high contrast images. It also offers superior peripheral brightness. The super multi-layer coating reduces flare and ghosting. It allows photographers to take pictures in difficult light conditions. This lens and SLR-sized image sensor provide natural shallow depth-of-field.

RAW format recording

The DP1x includes JPEG recording format for convenience plus a RAW data (X3F) recording mode for retaining full image capture detail of the utmost quality. The RAW data format provides pure data for high-resolution images, and uses lossless compression for more compact, yet uncompromised, data files. The RAW data format of the DP1x keeps brightness and colour data in a 1:1 ratio without relying on interpolation. Each pixel location captures the full colour of RGB data, so in RAW, X3F files, brightness and colour data can be kept in a 1:1 ratio without relying on interpolation. When the image is processed in Sigma Photo Pro, it will preserve the balance of the natural data for the best photos with the best image quality.

SIGMA Photo Pro 4.0 (supplied)

The supplied image processing software, Sigma Photo Pro 4.0, converts RAW data quickly and easily. Incorporation of a new noise reduction algorithm reduces Chroma and Luminance noise when processing X3F files taken at ISO400 or more. It is possible to adjust the level of reduction for noise just by moving the slider in the control pallet. This software is compatible with multi core CPU's, ensuring high speed image processing. It also incorporates functions such as loupe, slideshow, printing, JPEG conversion and batch white balance settings.

Compact and lightweight body

The DP1x has compact dimensions of 113.3 mm / 4.5in (W) x 59.5 mm / 2.3 in (H) x 50.3 mm / 2.0 in (D). Its compact body and lightweight design makes it easy to carry everywhere.

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Three metering modes and four exposure modes

The DP1x has three metering modes: Evaluative Metering, Centre-Weighted Average Metering and Spot Metering. It is also possible to select the exposure mode from Program AE, Shutter Priority AE, Aperture Priority AE or Manual. Exposure compensation can be set in 1/3 stop increments from +3.0 to -3.0 stops and an auto bracketing function is also available.

QS (Quick Set) Menu

The DP1x features the QS (Quick Set) menu, designed to allow users to quickly access and change the most commonly used camera functions. It is possible to display the QS menu by pressing the QS button. QS menu 1 allows users to change the ISO Setting, White Balance, Flash mode and Metering mode, and QS menu 2 gives access to Image Size, Colour Mode, Image Quality and Drive Mode.

Pop up (manual) built-in flash

The DP1x is equipped with a pop up (manual) built-in flash. It is possible to use Normal Flash, Red-Eye Reduction Flash and Slow Synchro Mode. It also features flash exposure compensation in 1/3 stops increments.

9-point focusing area

The AF area of DP1x is equipped with 9 focusing points. It is possible to select the desired focusing point depending on the shooting situation.

Manual focus

Manual focus is available for use when autofocus or focus lock is not desired. It is also possible to magnify the display to ensure precise focusing.

Movie mode

It is possible to record movies with QVGA (320 x 240) size. The number of shooting frames per second is 30 frames. The recording capacity is approximately 30 minutes by 1GB memory card.

Colour mode

The DP1x camera is equipped with 7 types of colour modes with adjusted saturation, contrast, etc., for each shooting situation. It is possible to select from Portrait, Landscape, Vivid, Standard, Neutral, B&W, or Sepia.

Large 2.5" TFT colour LCD monitor

The DP1x camera features large 2.5 inch TFT colour LCD monitor. The LCD monitor displays 100% of the images, allowing the photographer to easily and accurately confirm the image compensation.

Hot shoe

The DP1x camera is equipped with a hot shoe, allowing use of the optional dedicated external flashgun EF-140 DG, as well as Sigma electronic flashguns for SD series such as EF-500 DG and EF-530 DG. This hot shoe is also used to attach high performance view finder VF-21 (optional). (EF-500 DG and EF-530 DG flashgun series can be used in manual mode only.)

Dedicated lens hood (HA-11)

It is possible to attach the dedicated lens hood (sold separately) to block out extraneous light. It also functions as an adaptor, designed to accept the 46mm close-up lens and 46mm filters.

Power save mode

The power save mode lowers the battery consumption. When this mode is enabled, a greater number of pictures can be taken with a single charge of the battery.

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Specifications

| | | | |
|------------------------------|---|----------------------------|-----------------------------|
| Format | FOVEON X3® Direct Image Sensor (CMOS) | | |
| Image Sensor Size | 20.7×13.8mm (0.8 inch×0.5 inch) | | |
| Number of Pixels | Total Pixel 14.45MP (2,688×1,792×3 layers) | | |
| | Effective Pixels 14.06MP (2,652×1,768×3 layers) | | |
| Aspect Ratio | 3 : 2 | | |
| Focal Length | 16.6mm F4 (35mm Equivalent Focal Length:28mm) | | |
| Lens Construction | 5 Groups 6 Elements | | |
| Shooting Range | 30cm - ∞ (Full Mode), 50cm - ∞ | | |
| Storage Media | SD Card / Compatible with SDHC, Multi Media Card | | |
| Recording Format | Exif2.21, DCF2.0, DPOF | | |
| Recording Mode | Lossless compression RAW data (12-bit), JPEG (High, Wide, Medium, Low), Movie (AVI) | | |
| | Voice memo to still image (10 sec./30 sec.), Voice recording (WAV) | | |
| File Size (Number of Pixels) | RAW | | |
| | High | 15.4MB (2,640×1,760) | |
| | JPEG | | |
| | High | Fine | Approx. 3.3MB (2,640×1,760) |
| | | Normal | Approx. 1.9MB (2,640×1,760) |
| | | Basic | Approx. 1.4MB (2,640×1,760) |
| | Wide | Fine | Approx. 2.7MB (2,640×1,485) |
| | | Normal | Approx. 1.6MB (2,640×1,485) |
| | | Basic | Approx. 1.2MB (2,640×1,485) |
| | Medium | Fine | Approx. 1.6MB (1,872×1,248) |
| | | Normal | Approx. 0.9MB (1,872×1,248) |
| | | Basic | Approx. 0.7MB (1,872×1,248) |
| | Low | Fine | Approx. 0.8MB (1,312× 880) |
| | | Normal | Approx. 0.5MB (1,312× 880) |
| Basic | | Approx. 0.3MB (1,312× 880) | |

File Size/Movie QVGA:320×240 (30 Frames Per Second) "Approximately 30minutes is possible with a 1GB SD Card."

White Balance 8 types (Auto, Sunlight, Shade, Overcast, Incandescent, Fluorescent, Flash, Custom)

Color Mode 7 types (Standard, Vivid, Neutral, Portrait, Landscape, B&W, Sepia)

ISO Sensitivity AUTO (ISO 100-ISO 200) : With Flash (ISO 100 ISO 400),

ISO 50, ISO 100, ISO 200, ISO 400, ISO 800, ISO 1600 ISO3200 (ISO 1600, ISO 3200 in Raw

Auto Focus Type Contrast Detection Type

AF Point Selection Selection of lpoint from 9points

Focus Lock Shutter release halfway-down position (From Menu Settings AE Lock is possible by AE lock

Manual Focus Dial Type

Shutter Type Electronically controlled lens shutter

Shutter Speed 1/2000 - 15 sec. (The maximum shutter speed is varied depending on F value)

Metering System TTL Full Aperture Metering [1]Evaluative Metering, [2]Center Weighted Average Metering, [3]Spot

Exposure Control [P]Program AE, [S]Shutter Priority AE, [A]Aperture Priority AE, [M] Manual

Exposure Compensation 1/3 EV Steps up to±3EV for Appropriate Exposure

Auto Bracketing 3 pictures in appropriate, under and over exposure levels. It can be set in 1/3EV stop increments

Built-in Flash Pop-up (Manual)

Guide Number 6 (ISO100/m)

Built-in Flash 30cm to 2.1m (ISO200)

External Flash Hotshoe (X Sync. Contact, dedicated contacts)

Drive Modes [1]Single, [2]Continuous, [3]Self Timer (2sec./10sec.)

LCD Monitor Type TFT Color LCD Monitor

Monitor Size and 2.5inches / Approx. 230,000 dots

LCD Monitor Language English/Japanese/German/French/Spanish/Italian/Chinese (Simplified)/ Korean/ Russian

Interfaces USB (USB2.0), Video Out (NTSC/PAL), Audio Out (Monaural)

Power Dedicated Li-ion Battery BP-31, Battery Charger BC-31, AC Adapter (Optional)

Dimensions 113.3mm/4.5" (W)×59.5mm/2.3" (H)×50.5mm/2.0" (D)

Weight 250g/8.8oz. (excluding batteries and card)

DPlx Accessories

Li-ion Battery BP-31, • Battery Charger BC-31, • Lens Cap LCP-11, • Neck Strap NS-11, • Soft Case CS-70,

Hot Shoe Cover HSC-11, • USB Cable, • Video Cable, • SIGMA Photo Pro Disc, • Instruction Manual

*The appearance, specifications and other aspects of this product are subject to change without notice for

improvement purposes.

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